

ReaShure®

Precision Release Choline

ReaShure® Precision Release Choline is an encapsulated choline product that protects the choline from rumen degradation and delivers it to the small intestine where it is absorbed. Choline is essential for the health of animals and humans because it's a biochemical building block and precursor to numerous compounds necessary to support life.

Product Information:

Content – 28.8% Choline Chloride

Application:

Feed to dairy animals during the transition period to meet their choline requirements. Choline is a required nutrient during the transition period used to help the liver process and deliver fat to the mammary gland.

Ingredients:

Fats, choline chloride and corn cob carrier

Feeding recommendation:

Dairy cows – 60 grams/head/day

Small Ruminants – 7 grams/head/day

For maximum benefit, begin feeding ReaShure 21 days before parturition and continue until 21 days after parturition. If grouping systems restrict the complete implementation of this feeding regime; partial benefits can be achieved by feeding ReaShure only during the pre-parturition or post-parturition periods.

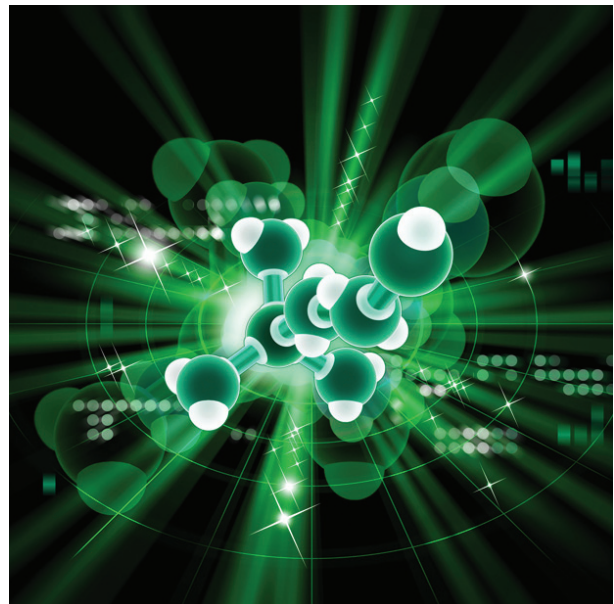
Packaging:

25.0 kg (55.1 lb.) poly-lined bags

11.3 kg (25.0 lb.) poly-lined bags

Availability

ReaShure is available through most animal feed outlets. To find a local supply of ReaShure, see contact information on reverse side.



REASHURE® PRECISION RELEASE CHOLINE

BALCHEM™
Real People. Real Science. Real Results.

For more information,
just snap the QR code or
enter the url below.



• [anh.balchem.com/
anh/reashure](http://anh.balchem.com/anh/reashure)



• Transitioncow.net



• ReaShure – the Movie
[www.youtube.com/
user/BalchemANH](http://www.youtube.com/user/BalchemANH).

Balchem

For more than 40 years, Balchem has perfected the art of delivering nutrients to specific locations under many different environmental conditions. Today, Balchem’s technologies protect more than 140 different products across human, animal and industrial applications. Protect your entire nutrient investment with Balchem.

Benefits:

ReaShure® *Precision Release Choline* is encapsulated using a state-of-the-art process, to protect the choline from degradation in the rumen. Feeding ReaShure is a proven way to meet the dietary choline requirements during the important transition period. By protecting choline from rumen degradation, it is available in the small intestine to support these critical processes.

- **Support Fat Metabolism** – Dairy animals experience hormonal changes and negative energy balance around calving time which causes fat to be mobilized from body stores. Choline is essential for effective fat transport out of the liver.
- **Support Milk Production and Milk Fat Synthesis** – The cow’s liver uses choline to package the mobilized fat into very low density lipoproteins (VLDL) which are then transported to the mammary gland and either used as a fuel source for synthesizing milk and milk fat.
- **Reduce Metabolic Disorders** – A healthy, functioning liver supports improvements in clinical and subclinical transition-related disorders such as ketosis, metritis, displaced abomasums and mastitis.

Economics:

Keeping dairy animals healthy during the critical transition period will save money on treatment costs, replacement animals, and lost milk. A smoother start will have a lasting economic impact on the entire lactation.

ReaShure® *Precision Release Choline* is proven to help dairy animals transition more smoothly, reducing the risk of metabolic disorders, supporting higher milk production, reproductive efficiency and overall animal health.

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